

APPROVED MINUTES  
PUBLIC ARTS COMMITTEE  
CITY OF MILPITAS

**Minutes:** Meeting of the Public Art Committee (PAC)  
**Date of Meeting:** Monday, March 27, 2006  
**Place of Meeting:** Milpitas Community Center, 457 E. Calaveras Blvd., Conference Room 7/8

**I. Call to Order** The Chair called the Meeting to Order at 7:22 p.m.

**II. Phantom Art Gallery Opening**

The Committee hosted a reception for the Phantom Art Gallery Exhibit named Watercolors and Mixed Media by Mrs. Jan Schafir. Mrs. Schafir thanked the Committee and the City of Milpitas for the opportunity.

**III. Pledge of Allegiance** Chairperson Foulk led the Committee in the Pledge of Allegiance

**IV. Roll Call** Committee Members Present: Foulk, McGuire, Ogle, Voellger, Ettinger, Moss, Rabe, Lawson, Alternate Butler, Alternate Aragon

Commissioners Absent: Hays, Cherry

City Staff Present: Recreation Services Supervisor Kathleen Yurchak, Community Enrichment Coordinator, Renee Lorentzen, Public Services Clerk, Tirzah Cedillo

City Council Liaison Present: Council Member Giordano

**V. Seating of Alternates** Alternate Butler and Alternate Aragon were seated for Robin Hays and Julie Cherrys in their absence.

**VI. Approval of Agenda** **MOTION** to approve the Agenda of March 27, 2006.

M/S: Voellger/Ogle

Ayes: All

**VII. Approval of Minutes** **MOTION** to approve the Minutes of January 23, 2006.

M/S: Voellger/Moss

Ayes: Foulk, McGuire, Ogle,  
Voellger, Ettinger, Moss,  
Rabe, Butler,  
Aragon

Abstain: Lawson

**VIII. Citizens Forum** Rich Santoro spoke asking for direction on how to sing with his 18-piece big band at the Milpitas Summer Concert Series. Supervisor Yurchak stated all summer dates are reserved, but she gave her name and office number to contact her for more information.

**IX. Announcements/Correspondence**

Supervisor Yurchak passed out another copy of the Form 700 and the Open Government Declaration form for those Committee Members that haven't signed and turned in their forms yet to be turned into her by the end of the meeting.

Chairperson Foulk stated Committee Member Rabe on behalf of the Public Art Committee spent her own money for a flower arrangement for former Committee Member Hicks' funeral ceremony. If anyone would like to contribute for the flowers please see Committee Member Rabe after the meeting.

Committee Members Ogle, Butler, Voellger, Rabe, Lawson, Community Enrichment Coordinator, Lorentzen, Council Member Giordano all appeared at the ceremony. Chairperson Foulk stated we'd all miss her; she's a fine lady.

Supervisor Yurchak stated there are public meetings scheduled to discuss current city programs and budget direction for fiscal year 2006-2007. The meetings are scheduled for April 10, 2006, at the following Milpitas Elementary schools: Burnett, Rancho, Russell, and Zanker.

## **X. New Business**

### **1. Master Plan Subcommittee Update - Subcommittee**

Supervisor Yurchak introduced the Master Plan Subcommittee members Voellger, Rabe, Ogle (whose the recording secretary), and Moss. The Subcommittee has met three times. Chairperson Foulk stated his appreciation for their extra hours worked. Committee Member Rabe outlined all that they've covered into three items, and requested to vote on each item.

Committee Member Rabe read out loud **item #1** -The Arts Commission would identify, research, document public art owned and displayed in the City of Milpitas prior to the first meeting of the Public Art Committee in January 2006. After compilation, the information will be given to the Public Art Committee.

**MOTION** to approve item #1 -The Arts Commission to identify, research, document public art owned and displayed by the City of Milpitas prior to January 2006.

M/S: Voellger/Moss

Ayes: All

Committee Member Rabe read out loud **item #2** -The Proposed PAC Mission Statement reads; The Public Art Committee is dedicated to plan acquisition of art of exceptional quality and enduring value as outlined by the City of Milpitas Public Art Ordinance.

Council Member Giordano stated there is no mention of the 'community' in this Mission Statement. Committee Member Rabe responded that it was mentioned as, "The City of Milpitas." Council Member Giordano requested to include the words, 'community value.' Committee Member Rabe stated the ordinance speaks to it, and the maintenance, and did not want to repeat the same words.

Committee Member Lawson stated we should have individual copies of this information so members could read this information for themselves.

Committee Member Ettinger stated to replace the words 'planned acquisition' to 'the plan acquisition.' Committee Member Rabe stated should the Committee want to change anything then the Subcommittee would withdraw this Mission Statement and develop a new one for the Committee's review. Committee Member Aragon stated to possibly include the words, 'enduring value to the City of Milpitas Community.' Committee Member Rabe stated the mission statement goes at the very beginning of the document. Chairperson Foulk stated it's supposed to be a brief statement. Council Member Giordano commented if this would go to City Council. Committee responded, yes.

Chairperson Foulk and Committee Members Moss, Voellger denied the suggestion to change the wording of the Mission Statement.

**MOTION** to approve item #2 -The Public Art Committee Mission Statement.

M/S: McGuire/Voellger

Ayes: Foulk, McGuire, Ogle,  
Voellger, Moss,  
Rabe, Butler, Aragon  
Nay: Ettinger

Committee Member Rabe read out loud **item #3** -The Public Art Committee Purpose Statement, which reads; Through Public Art, encourage appreciation of the arts while enhancing the vitality and creative diversity of Milpitas.

Committee Member Butler stated there is a flow problem when reading this statement. Committee Member Ettinger stated she dislikes the statement starting with 'Through.' Committee Member Butler agreed the purpose statement should not begin with the word 'Through.' Council Member Giordano stated how does this statement create vitality and diversity. Committee Member Moss responded it creates people to come into the city, where culture doesn't rely on commerce. Thus bringing life and vital necessities to Milpitas. Committee Member Voellger stated the word 'diversity' is not regarding the community; it refers to the arts. Council Member Giordano stated the words 'Public Art Committee' should read at the end of the statement. Community Enrichment Coordinator, Renee Lorentzen stated in the Purpose statement that reads; 'the vitality and creative diversity' is it directed towards the art or the city, community. It's directed to the art. Supervisor Yurchak stated it doesn't matter if someone misinterprets the meaning of the word 'diversity' in the statement. If you feel it means diversity of the population and not to art it would be 'ok.'

Committee Member Voellger stated the Purpose Statement to read with the suggested corrections as; The purpose of the Public Art Committee is to encourage appreciation of the arts while enhancing the vitality and creative diversity of Milpitas through public art.

**MOTION** to approve item #3 -The Purpose Statement with the suggested corrections.

M/S: Voellger/Rabe

Ayes: Foulk, McGuire, Ogle,  
Moss, Butler  
Nays: Aragon, Ettinger

Committee Member Voellger presented the concept of a handbook as a base document for the PAC to work from. Committee Member Voellger presented the City of San Diego's Handbook as an example. Committee Member Voellger stated to call ours a "manual" or "plan." This "manual" or "plan" will include:

- Mission
- Role of Committee; Staff
- Selecting Artists
- Selection Committee
- Project
- Quorum
- Maintenance
- Insurance
- Selection Panels
- Marketing
- RFP Process
- Incorporate business community
- Annual Work Plan

Committee Member Voellger stated the Committee would be in charge and select other experts.

Committee Member Moss described and introduced a Yearly Acquisition Plan of Action for the Public Art Committee. This is the tentative order of business as outlined by the Subcommittee:

- To review budget (funds available)
- To establish standards of excellence
- To select individual project selection committees (first year PAC members expand to community)
- City specific projects
- To receive project proposals from artists
- To establish method (direct purchase, direct acquisition etc.) of acquiring art
- To use varied methods to contact artists (print advertising, schools, other cities, referral etc.)
- To review maintenance records of Public Art yearly
- To select projects yearly (present to City Council the following month)

Council Member Giordano asked if she was reading from the San Diego Handbook. Committee Member Moss stated no that the Subcommittee came up with all this data.

Supervisor Yurchak stated the City budget process for the fiscal year starts July 1<sup>st</sup> to June 30<sup>th</sup>. Once the City Council approves the Capital Improvement Projects, staff will make a presentation at the Committee's July meeting informing them of the approved projects.

Council Member Giordano asked what does the Master Plan include. Committee Member Voellger stated the Master Plan is everything on the process of the acquisition of art: maintenance, RFP, annual plan, etc. Council Member Giordano stated in July/August get the budget figures from the CIP projects. Chairperson Foulk stated the Committee's Master Plan should study Milpitas first, look at different sites, and get a map of Milpitas where artwork could go from the Engineering Department on new buildings to add it to our report. Committee Member Moss stated this has to be brought up early in the year for consideration. Committee Voellger stated he doesn't know if it's the Committee's job to find the sites. Council Member Giordano and Committee Member Moss stated it is the Committee's responsibility to identify the location and the budget for public art projects.

Chairperson Foulk stated he's thinking over a multi-year vision where we think there should be artwork, and decide on the most important location first. Council Member Giordano stated the City Council is looking for the Committee's direction. Committee Member Voellger stated you couldn't project out twenty years. Council Member Giordano advised that typically, the plans are three to five years out. Committee Member Moss stated the PAC has to select the pieces first for a recommendation for the sites. Committee Member Voellger stated the Master Plan needs more research comparing to other local cities. Committee Member Rabe stated public art should be site-specific projects, including indoor and outdoor with expanded explanations in the Master Plan. Committee Member Ogle stated the boundaries would remain the same by looking at the map and making tentative suggestions.

Committee Member Rabe stated to have an art library here in the Community Center building. Committee Member Ogle stated she is collecting pictures for a historical book. Supervisor Yurchak stated she would find a location for the library. Committee Member Butler suggested coffee table stylebooks to be made for the future. Chairperson Foulk and Committee Member Rabe stated the coffee table stylebook is a great idea.

## **2. Upcoming Action Items in the Public Art Ordinance – Kathleen Yurchak**

Supervisor Yurchak read directly from the agenda; V-20-610: Public Art Fund b) The Public Art Fund should be used to further the intent and purpose of the Article and in administration of the Public Art Policy; d) sentence #4 The Public Art Committee shall prepare a semiannual report to the City Council updating the City Council on the Committee's fundraising efforts; The Public Art Committee shall evaluate and recommend to the City Council the potential extension of the public art program to the private sector; Staff recommends that the first semiannual report on the Committee's fundraising efforts be presented to the City Council in January 2007, which coincides with the City's mid year budget updates and address the potential program extension of the public art program to the private sector at a June 2006 City Council meeting.

Supervisor Yurchak stated the upcoming action items in the Public Art Ordinance have two items that need to be addressed. City Council needs feedback from the Committee to extend another year, as is one more year.

PAC discussed not extending the program to the private sector and the Committee will provide their first semiannual report on the Committee's fundraising efforts at a City Council meeting in January 2007 and address the potential program extension of the public art program to the private sector at a June 2006 City Council meeting.

**MOTION** to approve the preparation of a report for the PAC Ordinance into private sector and delayed to 2007.

M/S: Voellger/Ogle Ayes: All

## **3. Open Discussion of the Public Art Ordinance and the Committee's Responsibilities – Chairperson Foulk**

Committee Member Voellger stated at one of the Subcommittee meetings Committee Member Rabe asked him what is his personal agenda. Council Member Giordano added, what do you want to see, what is your goal or what do you hope to achieve.

Committee Member McGuire stated she would like to know where in the plan will the current pieces be. Supervisor Yurchak stated it would be an item in the plan. Committee Member Rabe asked what if a piece of art is put in an inappropriate place and we want to remove it. There is a section in the plan that discusses it. Committee Member Lawson asked if there were a overlap between this Committee and the Arts Alliance. Chairperson Foulk stated they're totally separate, but we support it. Committee Member Voellger stated that the Arts Alliance has gone to City Council in the past, and asked for \$5,000 to support their annual plan. Supervisor Yurchak stated yes its part of the process, so there isn't a duplication of efforts. That's how she envisions it. Council Member Giordano stated to not change anything. Supervisor Yurchak stated it should be addressed in the Master Plan for clarification. Chairperson Foulk stated when they've gone through the process in the past, they've brought it to the Arts

Commission and all other Commissions. Committee Rabe stated as a courtesy they brought it to all Commissions for review. Committee Voellger stated now their going to the PAC for recommendations and budgeting.

## **XI. Staff/Commission Reports**

### **City Council**

City Council Liaison, Giordano announced the following:

At the March 7, 2006, Council meeting:

- Agreement reached with Critical Solutions for coordinating Library, garage, N. Main Street projects for Redevelopment Agency
- Adopted ordinance to allow for additional Planning Commissioner to serve as an alternate

At the March 21, 2006, Council meeting:

- Approved Piercey Toyota dealership
- Adopted resolution and approved allocation of redevelopment agency 20% housing set aside funds to the housing trust fund of Santa Clara County
- Review of General Plan Housing Element
- Approve agreement with Earthlink to provide WIFI

### **Upcoming Events:**

- June 23-24, Relay for Life of Milpitas, American Cancer Society, Milpitas Sports Center

## **XII. Future Agenda Items**

## **XII. Adjournment**

There being no further business the Chair adjourned the meeting at 9:05 p.m., to the next regularly scheduled meeting on May 22, 2006.

Respectfully Submitted,

Tirzah Cedillo  
Acting Recording Secretary